

2008 NEW PRODUCT GUIDE



RESILIENCE™

EXCELLENT HIDE & DURABILITY + REVOLUTIONARY RESISTANCE TO MOISTURE



USE ON: Residential and commercial exteriors. Available in flat and satin. Brush, roll or spray on masonry, concrete, steel, stucco, wood or vinyl siding. We recommend: Two coats for repaints. Primer and two topcoats for new construction.

MAKE EVERY HOUR COUNT: In some seasons, crews might stop painting around 2 or 3 p.m. to avoid moisture problems. With Resilience, they can now make the most of their work day, painting right up until 5:00 or so without worries of their work being ruined by dew or condensation that develops after dark.

THE INNOVATION:

Resilience Premium Exterior Acrylic Latex is specially formulated with breakthrough Sherwin-Williams MoistureGuard™ technology, resisting moisture twice as quickly as standard exterior latex coatings. Newly painted exteriors develop resistance to moisture in just two hours rather than the four-hour minimum most coatings require.



KEY SELLING POINTS:

- Resists moisture 50% faster than other coatings, so you can paint later in the day with confidence and less concern about dew or impending rain
- Excellent hide and durability unmatched by the competition
- Easy to apply with the same workability and open time as traditional coatings
- Low 50 g/l VOC formula meets or exceeds environmental regulations
- Contains VinylSafe® Technology – so you can paint darker colors on vinyl siding with no warping or buckling
- Low-temp formula lets you paint in temperatures as low as 35° F
- Backed by a Lifetime Limited Warranty



SUPERPAINT® & A-100®

100% ACRYLIC FORMULAS ARE NOW EVEN BETTER

THE INNOVATION:

Sherwin-Williams' dependable A-100 and SuperPaint Exterior Latex lines are now even better – with increased hide, improved flow and leveling, and a lower VOC to meet environmental standards.

KEY SELLING POINTS:

- Advanced Resin Technology formula ensures better adhesion and color retention
- Excellent hide increases customer satisfaction
- Lower VOC to meet environmental standards
- Resists mildew, fading and chalking
- Low-temperature formula so you can paint down to 35°F
- VinylSafe® Color Technology added to SuperPaint to paint darker colors on vinyl siding without worrying about warping or buckling
- SuperPaint backed by 25-year limited warranty
- A-100 backed by 15-year warranty

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USE ON: Residential and commercial jobs.

SuperPaint is available in flat, satin, gloss and high-gloss. A-100 is available in flat, satin, gloss and primer.

DURATION®

BEST CHOICE FOR ULTIMATE DURABILITY



USE ON: Residential and commercial jobs.

Available in flat, satin and gloss.



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STILL THE BEST: The advanced exterior formula with PermaLast® technology makes Duration Exterior Coating the most durable, longest-lasting exterior paint available.



KEY SELLING POINTS:

- Extreme protection and coverage: 1 coat on repaints and 2 coats on new work
- Backed by a Lifetime Limited Warranty
- PermaLast® Technology for the best resistance to peeling and blistering
- 70% higher film build provides a thicker, more flexible layer than ordinary house paint
- VinylSafe® Color Technology to paint darker colors on vinyl siding without worrying about warping or buckling

DURATION HOME®



Now in Matte Finish for Deep Colors



USE ON: Residential and commercial jobs. Available in all colors in a matte, satin and semi-gloss finish.

COMPLETING THE LINE: Bold, vivid accent colors are now available in a matte finish in the ultimate interior paint, Duration Home.

THE INNOVATION:

Duration Home, the ultimate choice for residential and commercial interiors, just got even better. Last year, to meet architect and designer demand for bold, vivid colors, Sherwin-Williams developed Duration Home in deep, accent bases for satin and semi-gloss formulas. This year, the line expands further with the introduction of a Duration Home matte finish in a deep base.

KEY SELLING POINTS:

- The ultimate performance interior paint
- Superior washability and resistance to stains, scuffs, burnishing and moisture
- No color rub-off
- Ultra-smooth application with exceptional hide and touch-up
- Meets green coating specifications with less than 50 g/L VOCs, low odor and antimicrobial properties to resist mildew

USE ON: Residential and commercial ceilings. We recommend: Apply with Purdy's 1/2-inch nap Golden Eagle Roller Cover to reduce spatter and diminish lap marks.

VISIBLE SOLUTIONS™

FOR QUICK AND ACCURATE CEILING PAINTING

THE INNOVATION:

Applying white over white on ceilings can pose a challenge for painters. Visible Solutions Bright White Latex Ceiling Paint goes on violet and dries to a bright white, so missing spots is now a thing of the past.

KEY SELLING POINTS:

- Violet color lets you easily see missed spots
- Dries to a truer, brighter white than competitive products
- Delivers a crisp, clean look
- Flat finish formulated to help hide surface imperfections, so only one coat is needed for complete coverage





BUILDERS SOLUTION™



FLAWLESS TOUCH-UP NOW IN A MATTE FLAT DEEP BASE



FLATTER, BOLDER: Builders Solution is now available in deep base colors in a Matte Flat finish that is the best way to hide new construction surface imperfections.

THE INNOVATION:

The Accu-Touch® topcoat formula of the Builders Solution System provides a premium finish with virtually invisible touch-ups. The line gets even better this year with the introduction of a new Deep Base Matte Flat finish. This *flatter* flat helps hide surface imperfections even better than before and provides enhanced sheen uniformity on highlight areas such as ceilings.

KEY SELLING POINTS:

- Start with Builders Solution Surfacer to hide dry-wall imperfections like dents and drywall fuzz
- Follow with Builders Solution topcoat with AccuTouch® technology for seamless touch-up, even with flat finishes
- Excellent washability
- Better burnish resistance, scrubability and washability than traditional builder paints
- New matte finish for accent colors provides enhanced sheen uniformity on highlight areas

PRO INDUSTRIAL™

ZERO-VOC AND MORE HIGH PERFORMANCE OPTIONS FOR COMMERCIAL & INDUSTRIAL JOBS



THE INNOVATION:

In 2007, Sherwin-Williams introduced Pro Industrial Hi-Build Waterbased Epoxy and Pro Industrial Pre-Catalyzed Epoxy. Building on this strong start and valuable feedback from professional painting contractors, they have added new products ranging from a low-VOC industrial enamel to a zero-VOC industrial coating.

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USE ON: New residential and commercial interior walls and ceilings of primed plaster, wallboard, wood, masonry and primed metal.

LOXON® XP

NOW IN FINE TEXTURE: MAXIMUM PERFORMANCE IN ONE LESS COAT



USE ON: Cement block, stucco, tilt-up, precast or poured-in-place concrete



TALKING TEXTURE: The new Fine Texture addition to the Loxon XP line masks surface imperfections with an attractive textured finish.



THE INNOVATION:

Since its introduction, Loxon XP has given contractors more flexibility, more durability and more resistance to moisture than traditional masonry coatings. Developed to mask surface imperfections, new Loxon XP Fine Texture delivers that same performance while adding an attractive textured finish that saves surface prep time.

KEY SELLING POINTS:

- Superior resistance to alkali, efflorescence and wind-driven rain
- No primer needed – applies directly to concrete, cement block and stucco
- Covers completely in one less coat, saving time and labor costs
- Textured finish masks surface imperfections
- Easy to apply – spray, roll or even brush on in small applications

KEY SELLING POINTS:

- **Pro Industrial '0' VOC Acrylic** – A low-odor, zero-VOC, HAPS-free coating with excellent early moisture resistance and a BAC colorant-compatible, hard finish in gloss or semi-gloss
- **Pro Industrial Enamel 100** – Low VOC (less than 100 g/L), HAPS-free enamel that is compliant for all environmentally restricted areas
- **Pro Industrial High Performance Epoxy** – Formerly called SherTile HS, this general purpose epoxy has 80% volume solids, high gloss and low VOCs
- **Pro Industrial Pro-Cryl Universal Primer** – A single component, rust-inhibitive acrylic primer for use under epoxies, urethanes and all the Pro Industrial products
- **Pro Industrial Industrial Aerosols** – Thirty products ranging from rust-preventive paints to primers, fluorescents and electronic cleaners